Social Proof influences buying behavior

Dear :

People often look to the experiences of others to help them decide on making purchases. That's why Amazon has a rating system for its items. That's why companies shoot videos of customers talking about how much they like a product or service. Written testimonials - good words about a business - often appear on the websites of smart businesses.

As a whole, these good words are known as Social Proof.

What

People seek out social proof if they are unsure of a buying decision ("Should I pick this one?") or to validate a choice they've already made in their head ("I was

right - this one has a five star rating of 92%").

As a business, you want to provide social proof, such as testimonials and reviews, to build trust, demonstrate value, and to influence your prospects to do business with you.

When you publish these on social media, seeing a high follower count or massive engagement makes your brand seem popular, in-demand and credible.

Social proof, when combined with cues for limited availability and urgency, can encourage more people to desire your products or services.

However, in the US, the use of testimonials is now regulated by the **Guides Concerning the Use of Endorsements and Testimonials in Advertising** and the **Consumer Reviews and Testimonials Rule**.

Basically, if you pay for a review, it's not a review - it's a paid endorsement. You're not allowed to fake a review (that is, represent a false review as if it were real), or pay a person to change a negative review to a positive review.

You must make all disclosures "clear and conspicuous" - A disclosure must be easy for the target audience to notice and understand. It should not be buried in fine print or hidden.

Why

We tell our clients that *"Social proof is worth more than all the ad money you can spend."* That's simply an easy way to remember that any paid advertising you do without social proof is much less likely to make a positive impact on your prospects. If you're going to pay to be in front of them, you want to show your prospects just how happy other people are with your products, your services, and your business in general.

How

Use every opportunity you have to put social proof in front of a prospect or buyer. Prospects will use this proof to justify buying from you. Putting social proof in front of someone who just purchased helps confirm that they made the right choice, and reduces what we normally call "buyer's remorse."

If you do **NOT** have an effective system to collect and display social proof, you are missing out on a significant amount of money. You need to contact me now using the email or mobile number below and schedule a consultation so that you start collecting the money you're leaving on the table!

Thanks for joining us. We hope you find our emails helpful and educational.

Until next time, be well and stay healthy & happy!

Very best,

Scott Gardner
Scott@AgileMarketingServices.com
315-439-7326

Agile' Marketing Services

535 County Route 54
2nd Floor - Suite C
Pennellville NY 13132